



## **Grow Wisconsin Dairy Producer Grant**

Part of the Grow Wisconsin Dairy  
30x20 Initiative at the Wisconsin  
Department of Agriculture, Trade  
and Consumer Protection



## **Request For Proposals (RFP)**

Updated October 30, 2014

Proposal submission deadline: Applications will be accepted for fiscal year 2015  
until 4:30 PM on January 15, 2015.

Contact Information: The Grow Wisconsin Dairy 30x20 Initiative can be reached  
at 855-WIDAIRY(855-943-2479) or [GrowWisconsinDairy@wi.gov](mailto:GrowWisconsinDairy@wi.gov).

Grow Wisconsin Dairy Producer Grant materials are available on the DATCP  
website at

[http://datcp.wi.gov/Farms/Dairy\\_Farming/Grow\\_Wisconsin\\_Dairy\\_Grant/index.aspx](http://datcp.wi.gov/Farms/Dairy_Farming/Grow_Wisconsin_Dairy_Grant/index.aspx).

## **INTRODUCTION**

The Grow Wisconsin Dairy Producer Grant, as part of the Grow Wisconsin Dairy 30x20 Initiative, strives to improve the long-term viability of Wisconsin's dairy industry through services to achieve an annual milk production of 30 billion pounds by 2020 to meet the demand of the marketplace. The Grow Wisconsin Dairy Producer Grant is a flexible, customizable grant available to producers to facilitate operational changes, improve profitability and yield more milk. This grant can be customized to meet the needs of individual farms and can be applied to hire consultants with a range of expertise to address specific business needs. These available services and grant funds are grouped into two categories that focus on changes or efforts related to: 1) Planning and preparation for business management, development and growth; and 2) Improving profitability through on-farm production and aspects related to the day-to-day farm operation. Under s. 93.40 (1) (g), Stats., the Department of Agriculture, Trade and Consumer Protection ("DATCP") is authorized to award grants and loans to dairy producers for projects designed to promote the growth of the dairy industry.

## **AVAILABLE FUNDS**

This annual appropriation is available for grants up to \$5,000 per legal entity per proposal that meets the grant criteria.

## **PROJECT DURATION**

Projects may not begin until the grant contract is signed by both the grantee and DATCP representatives. Projects may not begin before **4/1/15** and must be completed no later than **12/31/16**.

## **ELIGIBLE PARTICIPANTS**

Applicants must satisfy the following criteria to be deemed eligible for funding under the GWD Grant Program. An applicant must:

- Be a licensed dairy producer that is, or will be located in WI
- Have a project(s) that will make operational improvements, improve profitability, and/or yield more milk, or increase the long-term sustainability of the farm.
- Have no outstanding state penalties or violations
- Employees of Wisconsin DATCP and immediate family members (i.e. mother, father, brother, sister, spouse, and children) are not eligible to receive a grant.

## **ELIGIBLE EXPENSES**

Eligible project expenses include, but are not limited to:

- Professional services, such as accounting, legal, veterinary, nutritional services, etc.
- Equipment rental
- The purchase of supplies whose full value is ordinarily depreciable within one year (software, etc.)

## **INELIGIBLE EXPENSES**

Ineligible expenses include:

- Real estate purchases
- Repayment of loans or mortgage
- Rent or contract payments for time periods extending beyond the term of the grant contract
- Equipment purchases, livestock, or capital expenses
- Administrative or overhead costs

## **MATCHING FUNDS**

The applicant must provide at least 20 percent of the grant award as a matching contribution with a maximum grant of \$5000 and a corresponding \$1000 match by the recipient.

## **APPLICATION**

- The application form is located on the DATCP website at:  
[http://datcp.wi.gov/Farms/Dairy\\_Farming/Grow\\_Wisconsin\\_Dairy\\_Grant/index.aspx](http://datcp.wi.gov/Farms/Dairy_Farming/Grow_Wisconsin_Dairy_Grant/index.aspx).
- Applications must be emailed to [GrowWisconsinDairy@wi.gov](mailto:GrowWisconsinDairy@wi.gov).
- If you do not have computer access to download and complete the application, contact the Grow Wisconsin Dairy team at 855-943-2479. Applications should be no longer than 5 pages in total length at 12 pt. font.

To meet the Grow Wisconsin Dairy 30x20 Initiative, the Grow Wisconsin Dairy Producer Grant is designed to provide access to services and resources for proposed dairy farm projects that enhance or develop the current business and/or solve an existing problem or concern on the farm. Examples of project ideas are listed below:

- Funds can be used towards different business development areas such as business planning, financial analysis, bookkeeping, transition planning and farm transfers, and nutrient management. Business planning grants assist producers in the early stages of planning dairy start up or major changes in business structure.
- Funds are also applicable for dairy farm modernization and expansion efforts to provide assistance with professional services costs related to: siting, engineering, design, layout of new barns, parlors or other farm structures
- Funds can create Dairy Profit Teams in which groups of specialists and advisors work with farmers to evaluate opportunities based on the specific needs of their operation.
  - Services include a series of three to four meetings in which the farmer and team members identify issues and opportunities, develop strategies for near and long-term planning. Topics include new or appropriate technology implementation, farm growth, financial success, long-term sustainability and other production enhancing measures through focuses on herd health, nutrition, milk production, software for operational efficiencies and training, managed grazing planning, or transition to organic production.

## **SCORING CRITERIA**

All applications will be ranked objectively by a five member panel consisting of internal DATCP staff, as well as two external panelists from the agricultural education sector. The questions below will be used by the review panel when ranking each application. These may be helpful to you when writing your application.

### **Statement of Need/Input to Application (20 Points)**

- How well does the narrative describe the need for the proposed activities?
- Does the proposed project support the overall goals of Dairy 30x20?
- How well has the applicant identified the extent of the need?
- Are there other no-cost programs that could fulfill the need?

### **Outcomes and Activities (30 Points)**

- How effectively does the application describe how the success of the project can be measured?
- How effectively does the application describe what activity is being done and how it will be conducted?
- How effectively will the proposed activities meet the need(s) and outcome(s) described in the application?
- Does the application describe why these activities are necessary?
- Is a time period noted for the project?

### **Budget Narrative (20 Points)**

- Does each item in the budget directly relate to the project described in the application?
- Is each item in the budget narrative necessary to achieve the outcome(s)?
- Is the total amount justifiable in terms of the application as a whole?
- Does the budget narrative accurately describe how each budget item was calculated?
- How reasonable is the individual cost per unit of service or item?
- How well is match and the match source identified?

### **Additional points**

- |  |                 |
|--|-----------------|
| • Nutrient management plan in place or in progress | <b>2 points</b> |
| • Beginning farmer (10 years or less)              | <b>2 points</b> |
| • First time Dairy 30x20 grant recipient           | <b>2 points</b> |

## **CONTRACTS**

DATCP will develop a contract for each funded project. No funding commitment is final until the contract is signed by the grant recipient and DATCP. Included with the contract, Appendix A will be completed by the grantee to finalize the details of the work plan, timeline, budget, company/consultant doing work, and implementation plan. The grantee will also complete a confidentiality release form prior to the execution of the contract. **No reimbursable expenses can be incurred prior to the date the contract is signed by both parties.**

## **PAYMENTS**

This is a reimbursement grant. Payments will be made following DATCP's receipt of final project report and documentation of expenses incurred by the grantee. Once the project has been executed according to Appendix A of the contract, receipts for project expenses shall be submitted to DATCP for reimbursement directly to the dairy farmer. No reimbursements will be processed until verification of the completed project has been done and any necessary data and

documentation is finalized in the summary report. Reimbursement requests must include receipts or other proof of payment.

## **REPORTING REQUIREMENTS**

DATCP reserves the right to modify reporting requirements during the course of the project. Reporting requirements will be based on the duration and actions of the project and work plan. An end of project survey will be required by grantees. This summary report will include a minimum of:

- Brief Description of project intent
- Summary of project accomplishment and production numbers
- Meeting notes with key actions
- Future plans for farm; and/or
- Other insights from project execution.

In addition to this summary report, DATCP reserves the right to conduct follow-up surveys of funded projects in order to determine long-term impacts of the Grow Wisconsin Dairy 30x20 Initiative and Grow Wisconsin Dairy Producer Grant program.

## **LIABILITY**

DATCP will not be held liable for any costs incurred by any firm for work performed in the preparation of and production of a proposal or for any work performed prior to the formal execution of a contract.

## **OPEN RECORDS**

Proposals submitted for funding and all related contracts and reports shall be subject to disclosure under the Public Records law. Public Records law does protect against the sharing of personally identifiable information. The grant applicant or recipient must clearly mark any information deemed a 'trade secret' that is included in the proposal, progress reports or final reports as "Confidential – Trade Secret – Not For Public Disclosure" at the time of submission. The Department shall notify the Grant Recipient if a public records request is made for the information claimed to be trade secret by the Grant Recipient. The Grant Recipient may then proceed to obtain judicial protection for the information. Such information may be kept confidential by the Department only as authorized by law (see s. 19.36(5), Wis. Stats.)

## **OTHER CONSIDERATIONS**

All proposals submitted in response to this RFP become the property of DATCP. DATCP reserves a royalty-free, nonexclusive and irrevocable license to reproduce, publish, otherwise use, and to authorize others to use materials produced under this grant agreement. DATCP also reserves the right to:

- Post funded proposals, summary reports and survey findings to the DATCP website;
- Reject any or all proposals received;
- Waive or modify minor irregularities in proposals received after prior notification and agreement of applicant;

- Clarify the scope of this program, within the RFP requirement and with appropriate notice to potential applicants, to best serve the interests of the State of Wisconsin;
- Amend program specifications after their release, with appropriate written notice to potential applicants;
- Require a good faith effort on part of the project sponsor to work with DATCP subsequent to project completion to develop or implement project results in Wisconsin;
- Withhold any payments when contract conditions are not met.